



## Petfood Industry

*Petfood Industry* magazine is the global information source for petfood and pet treat manufacturing executives, managers and other industry professionals. *Petfood Industry* connects petfood and pet treat manufacturing organizations with their supplier partners through the print publication, related digital properties and annual in-person events.

*Petfood Industry* is published in both print and digital editions.  
[www.PetfoodIndustry-digital.com](http://www.PetfoodIndustry-digital.com)

### 2013 EDITORIAL CALENDAR

	january	february	march	april	may	june
<b>TOPICS</b>	Top petfood companies, Nutrition, Safety	Petfood Forum/ Workshop Preview, Nutrition, Processing	Guide to Petfood Forum/Workshop 2013, Nutrition, Packaging	Update on treats, The ongoing search for affordable ingredients, Safety	New product development, Nutrition, Processing	Premium/superpremium petfood market, Nutrition, Packaging
<b>BONUS DISTRIBUTION /VALUE ADDED*</b>	IPPE, AFIA Pet Food Conference		Petfood Forum/ Workshop 2013	Petfood Forum/ Workshop 2013		
<b>SPACE CLOSING</b>	Dec 4, 2012	Jan 3, 2013	Feb 4, 2013	Mar 5, 2013	Apr 5, 2013	May 7, 2013
<b>MATERIAL DEADLINE</b>	Dec 11, 2012	Jan 10, 2013	Feb 11, 2013	Mar 12, 2013	Apr 12, 2013	May 14, 2013
	july	august	september	october	november	december
<b>TOPICS</b>	Sustainability in petfood, Nutrition, Safety	Annual Reference & Buyer's Guide, Mid-year market update	Natural/organic market market update, Palatability, Packaging	Retail update, Nutrition, Processing	Human food trends, Nutrition, Safety	Private label update, Nutrition, Extrusion/drying/cooling
<b>BONUS DISTRIBUTION /VALUE ADDED*</b>	Signet AdEffect Study	Directory listing/logo	Petfood Forum China, Pet Food Institute Annual Meeting			
<b>SPACE CLOSING</b>	Jun 5, 2013	Jul 5, 2013	Aug 2, 2013	Sep 3, 2013	Oct 3, 2013	Nov 1, 2013
<b>MATERIAL DEADLINE</b>	Jun 12, 2013	Jul 12, 2013	Aug 9, 2013	Sep 10, 2013	Oct 10, 2013	Nov 8, 2013

\* Call your WATT sales professional to find out if you qualify for these value-added bonus opportunities. NOTE: All content subject to change.

### 2013 ADVERTISING RATES

All rates are in gross U.S. dollars.

	1x	3x	6x	9x	12x
<b>4-Color</b>					
<b>2-Page Spread</b>	\$11250	\$10930	\$10415	\$9925	\$9260
<b>Full Page</b>	\$7030	\$6835	\$6515	\$6205	\$5790
<b>2/3 Page</b>	\$5330	\$5185	\$4910	\$4650	\$4315
<b>1/2 Page</b>	\$4360	\$4220	\$4010	\$3820	\$3540
<b>1/3 Page</b>	\$2880	\$2825	\$2680	\$2545	\$2360
<b>1/4 Page</b>	\$2400	\$2315	\$2200	\$2080	\$1940
<b>1/6 Page</b>	\$1730	\$1670	\$1580	\$1515	\$1400
<b>1/8 Page</b>	\$1255	\$1215	\$1140	\$1095	\$1015

<b>Cover Premiums</b>	2nd Cover = \$825
	3rd Cover = \$480
	4th Cover = \$1085

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<b>Special Position</b>	\$400
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<b>Metallic PMS Color</b>	\$960
<b>Non-metallic PMS</b>	\$785

### MARKETPLACE RATES

B/W rates per column inch (2.5cm)  
Spot color \$40 extra (red, blue, yellow only)

1x	3x	6x	9x	12x
\$210	\$200	\$195	\$190	\$185

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Contact your sales professional for a quote.